

Rep Order#	6851227	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

1 of
6

5494 Printed: 09/12/2012 11:53 AM
Last Received: 09/11/2012 9:22 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () ROMNEY 4 PRESIDENT
Product ROMNEY FOR PRESIDENT
Estimate# 373
Buyer STEPHANIE KINCAID
Phone#

Agency () AMERICAN RA
138 CONANT STREET
BEVERLY, MA 01949
Agency C/P1P2/E //373
Flight Dates 09/12/2012 - 0
Hiatus Weeks

Rep Firm PHILADELPHIA
 Sales Office () AMY MCCREARY
 Salesperson ()
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

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Daypart	Total Spots	Total Cost	Spots/Week	# of Weeks	Dates	Rate	Len	Program	Time	Day	In	LT
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Buyline Comment: WAKE W/WAGNER
1/DAY

Buyline Comment: TODAY
1/DAY

5	M-TU	9A-10A				
	Buyline	Comment: "TODAY 2				
	1/DAY					
			=3.0	\$200.00	09/17-09/18	2
					1	2
						\$400.00

Buyline Comment: TODAY 3
1/DAY

7 W-F 10A-11A
Buyline Comment: TODAY 3
1/DAY

Buyline Comment: RACHELL
1/DAY

Rep Order# 6851227 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

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Printed: 09/12/2012 11:53 AM

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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () ROMNEY 4 PRESIDENT
Product ROMNEY FOR PRESIDENT
Estimate# 373

Buyer STEPHANIE KINCAID

Phone#

Fax#

LT

Ln

Day

Time

Program

9 W-F 11A-12P
Buyline Comment: RACHEL
1/DAY

10 M-TU 12P-1230P
Buyline Comment: NOON NEWS
1/DAY

11 W-F 12P-1230P
Buyline Comment: NOON NEWS
1/DAY

12 M-TU 1P-2P
Buyline Comment: DAYS
1/DAY

13 W-F 1P-2P
Buyline Comment: DAYS
1/DAY

14 M-TU 2P-3P
Buyline Comment: DRS
1/DAY

15 W-F 2P-3P
Buyline Comment: DRS
1/DAY

16 M-TU 3P-4P
Buyline Comment: DR PHIL
1/DAY

17 W-F 3P-4P
Buyline Comment: DR PHIL
1/DAY

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //373
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

:30 \$200.00 09/12-09/14 3 1 3 \$600.00

:30 \$275.00 09/17-09/18 2 1 2 \$550.00

:30 \$275.00 09/12-09/14 3 1 3 \$825.00

:30 \$275.00 09/17-09/18 2 1 2 \$550.00

:30 \$275.00 09/12-09/14 3 1 3 \$825.00

:30 \$175.00 09/17-09/18 2 1 2 \$350.00

:30 \$175.00 09/12-09/14 3 1 3 \$525.00

:30 \$300.00 09/17-09/18 2 1 2 \$600.00

:30 \$300.00 09/12-09/14 3 1 3 \$900.00

Rep Order# 6851227 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

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Printed: 09/12/2012 11:53 AM
Last Received: 09/11/2012 9:22 AM

Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.		Agency () AMERICAN RAMBLER PRODUCTIONS		Rep Firm		Traffic Order# 106494	
Advertiser	() ROMNEY 4 PRESIDENT		138 CONANT STREET		Sales Office () PHILADELPHIA		Last Received: 09/11/2012 9:22 AM	
Product	ROMNEY FOR PRESIDENT		BEVERLY, MA 02494		Salesperson () AMY MCCREARY		Showing Buylines: All Lines	
Estimate#	373		Agency C/P1/P2/E		Salesperson Phone# 215-568-6540		Salesperson FAX# 215-568-1845	
Buyer	STEPHANIE KINCAID		Flight Dates 09/12/2012 - 09/18/2012		Hiatus Weeks			
Phone#								
Fax#								
LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week # of Weeks Total Spots Total Cost Daypart
17	---	---	---	---	---	---	---	---
18	M-TU	4P-430P	Buyline Comment: NEWS 430	1/DAY	:30	\$350.00	09/17-09/18	2 1 2 \$700.00
19	W-F	4P-430P	Buyline Comment: NEWS 430	1/DAY	:30	\$350.00	09/12-09/14	3 1 3 \$1,050.00
20	M-TU	430P-5P	Buyline Comment: NEWS 1/DAY		:30	\$450.00	09/17-09/18	2 1 2 \$900.00
21	W-F	430P-5P	Buyline Comment: NEWS 1/DAY		:30	\$450.00	09/12-09/14	3 1 3 \$1,350.00
22	M-TU	5P-630P	Buyline Comment: NEWS 5 2/DAY		:30	\$725.00	09/17-09/18	4 1 4 \$2,900.00
23	W-F	5P-630P	Buyline Comment: NEWS 5 2/DAY		:30	\$725.00	09/12-09/14	6 1 6 \$4,350.00
24	M-TU	630P-7P	Buyline Comment: JEOPARDY 2/DAY		:30	\$725.00	09/17-09/18	4 1 4 \$2,900.00
25	W-F	630P-7P	Buyline Comment: JEOPARDY 2/DAY		:30	\$725.00	09/12-09/14	6 1 6 \$4,350.00
26	M-TU	7P-730P	Buyline Comment: WHEEL 1/DAY		:30	\$725.00	09/17-09/18	2 1 2 \$1,450.00

Rep Order# 6851227 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

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Traffic Order# 106494 Printed: 09/12/2012 11:53 AM
Last Received: 09/11/2012 9:22 AM

Showing Buylines: All Lines

Station	Agency ()		Traffic Order# 106494		Last Received: 09/11/2012 9:22 AM		Printed: 09/12/2012 11:53 AM				
Advertiser	AMERICAN RAMBLER PRODUCTIONS										
Product	138 CONANT STREET										
Estimate#	BEVERLY, MA 02494										
373	/1373										
Buyer	STEPHANIE KINCAID										
Phone#											
Fax#											
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week			
								# of Weeks			
								Total Spots			
								Total Cost			
								Daypart			
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27	W-F	7P-730P	Buyline Comment: WHEEL	1/DAY	:30	\$725.00	09/12-09/14	3	1	3	\$2,175.00
28	M-TU	11P-1130P	Buyline Comment: NEWS	2/DAY	:30	\$750.00	09/17-09/18	4	1	4	\$3,000.00
29	W-F	11P-1130P	Buyline Comment: NEWS	2/DAY	:30	\$750.00	09/12-09/14	6	1	6	\$4,500.00
30	M-TU	1135P-1235A	Buyline Comment: TONIGHT	1/DAY	:30	\$250.00	09/17-09/18	2	1	2	\$500.00
31	W-F	1135P-1235A	Buyline Comment: TONIGHT	1/DAY	:30	\$250.00	09/12-09/14	3	1	3	\$750.00
32	SA	6A-7A	Buyline Comment: NEWS SUNRISE		:30	\$200.00	09/15-09/15	2	1	2	\$400.00
33	SA	7A-9A	Buyline Comment: SAT TODAY		:30	\$225.00	09/15-09/15	2	1	2	\$450.00
34	SA	5P-530P	Buyline Comment: NEWS		:30	\$350.00	09/15-09/15	3	1	3	\$1,050.00
35	SA	630P-7P	Buyline Comment: JEOPARDY		:30	\$350.00	09/15-09/15	1	1	1	\$350.00
36	SA	11P-1130P	Buyline Comment: NEWS 11		:30	\$750.00	09/15-09/15	2	1	2	\$1,500.00

Rep Order# 6851227 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 106494 Printed: 09/12/2012 11:53 AM
EC'd Yes

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Last Received: 09/11/2012 9:22 AM
Showing Buylines: All Lines

Station Advertiser Product Estimate#	KSNN-TV LAS VEGAS, NV. () ROMNEY 4 PRESIDENT BEVERLY, MA 02494	Agency Agency C/P/I/P/Z/E	() AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494	Rep Firm Sales Office Salesperson	() PHILADELPHIA () AMY MCCREARY							
Rep# Phone# Fax#	STEPHANIE KINCAID	Flight Dates Hiatus Weeks	Flight Dates Hiatus Weeks	Salesperson Phone# Salesperson FAX#	215-568-6540 215-568-1845							
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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37	SA	5A-530A	Buyline Comment: NEWS		:30	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
38	SA	530A-6A	Buyline Comment: NEWS		:30	\$1,250.00	09/15-09/15	1	1	1	\$1,250.00	
39	SU	6A-7A	Buyline Comment: NEWS SUNRISE		:30	\$185.00	09/16-09/16	1	1	1	\$185.00	
40	SU	7A-8A	Buyline Comment: SUN TODAY		:30	\$325.00	09/16-09/16	1	1	1	\$325.00	
41	SU	8A-9A	Buyline Comment: MEET PRESS		:30	\$1,900.00	09/16-09/16	1	1	1	\$1,900.00	
42	SU	9A-930A	Buyline Comment: NEWS TODAY		:30	\$250.00	09/16-09/16	1	1	1	\$250.00	
43	SU	930A-10A	Buyline Comment: CHRIS MATTHEWS		:30	\$250.00	09/16-09/16	1	1	1	\$250.00	
44	SU	11P-1130P	Buyline Comment: NEWS 11		:30	\$750.00	09/16-09/16	2	1	2	\$1,500.00	

—REPORT TOTALS—

Report Totals: 111 / \$54,260.00

—SALES MONTHLY TOTALS—

Sep 12: 111 / \$54,260.00
Sales Totals: 111 / \$54,260.00

Rep Order# 6851227 Ver# 1 Mod# 0 Status Confirmed
EC'd Yes

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Traffic Order# 106494 Printed: 09/12/2012 11:53 AM

Last Received: 09/11/2012 9:22 AM

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () ROMNEY 4 PRESIDENT

Product ROMNEY FOR PRESIDENT

Estimate# 373

Buyer STEPHANIE KINCAID

Phone#

Fax#

Station Totals: 111 / \$54,260.00
Lines not sent/reld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494

Agency C/P/LP2/E 11/373

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm PHLADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Books NOV12
Demos RA35+

—CREDIT RISK—
CASH IN ADVANCE